

## 2023 GOODYEAR HIGHWAY HERO AWARD OFFICIAL RULES

### **HIGHWAY HERO AWARDS PRIZES:**

Two (2) nominees will be selected as 2023 Goodyear Highway Hero Award winners. The Goodyear Highway Hero Award package (“Prize Package”) includes an all-expenses paid trip for each Goodyear Highway Hero Award winner and one adult (18 years or older) guest (per winner) to New Orleans, LA, during the week of The Technology & Maintenance Council (TMC) Annual Meeting & Transportation Technology Exhibition, from March 4, 2024, through March 7, 2024. The Prize Package includes coach-class airfare in the continental U.S. and Canada and hotel accommodations for a 4-day, 3-night stay at hotel/resort of Goodyear’s choice at or near the TMC 24 trade show. In addition, each winner will receive a special Highway Hero Award prize package including a \$2,000.00 cash prize and other prizes including a TV, cooler and Goodyear branded items.

In addition to the two (2) winners, up to four (4) Goodyear Highway Hero Award runners-up will each receive a \$1,000.00 cash prize and prize package including a cooler and Goodyear branded items. Runners-up prizes do not include travel and will be provided via mail.

The Prize Package is non-transferable, and no substitution or cash alternative will be made without the express consent of Goodyear. By entering this Contest, Winners acknowledge that Goodyear has neither made, nor is in any manner responsible or liable for, any warranty, representation or guarantee, expressed or implied, in fact or in law, relative to the Prize Package or regarding the use, value or enjoyment of the Prize Package. The right to receive any Prize Package is non-assignable, non-exchangeable and non-transferable. No Prize Package may be claimed in cash or changed to another prize or arrangement. However, in the event of unforeseen circumstances or circumstances outside of Goodyear’s reasonable control, Goodyear reserves the right to amend, withdraw or substitute the Prize Package for an alternative prize of equal or greater value. Goodyear will not be responsible for, or liable to any Winner, if all or part of a Prize Package is not available or must be varied for any reason or if a Winner is unable to accept or take the Prize Package for whatever reason. Any difference between ARV and actual value will not be awarded. NOTE: Prize Package is subject to availability. Goodyear is not responsible for cancellation or preemption of the TMC event or for other circumstances that make it impractical or impossible to fulfill the Prize Package. Certain elements of the Prize Package have no approximate retail value, and if it becomes impractical or impossible to fulfill those elements, Goodyear's only obligation will be to provide the remainder, if any, of prize. Goodyear is not liable for any expenses incurred as a consequence of any blackout dates or other travel restrictions, flight cancellations, delays, or other transportation issues that interrupt or prevent travel. All other costs and expenses associated with the redemption, use, and acceptance of the Prize Package, such as ground transportation to and from the airport, meals, souvenirs, gratuities, and other travel expenses not specified herein, are not included in the Prize Package and are the sole responsibility of the Winner.

Terms and conditions apply.

### **ENTRY PERIOD:**

Nominations for the Goodyear Highway Hero Award will be accepted through 11:59 p.m. ET on Dec. 31, 2023.

Nominations must be submitted electronically by submitting an online nomination found here: <https://www.goodyeartrucktires.com/newsroom/highway-heroes/> . All information on the form is required for an eligible entry and written descriptions must not exceed 500 words.

#### **ELIGIBILITY:**

To be eligible for entry into the Goodyear Highway Hero Award pool of candidates, a nominee must meet the following criteria:

- Must hold a Commercial Drivers License (CDL) in their state of residence and operate a commercial, infrastructure or non-lifesaving emergency vehicle. Examples include commercial long-haul trucks, dump trucks, regional delivery vehicles or vocational vehicles
- Nominee's commercial vehicle must have tires with rim diameter of 19-inches or more
- Must permanently reside in the U.S. or Canada
- The incident for which he/she is nominated must have occurred in the U.S. or Canada
- Nominee must be on the job or on the way to and from work, and in his or her commercial vehicle, at the time of the incident
- Incident must have happened between January 1, 2023, and December 31, 2023, to qualify for this year's program
- All nominations must be received by Dec. 31, 2023

To be selected and confirmed as a Goodyear Highway Hero Award finalist, a nominee must be approved by Goodyear at its sole discretion, which approval will require, among other things, nominee to pass certain background checks to Goodyear's satisfaction.

In addition, all Goodyear Highway Hero Award finalists, including the award winners, must agree to and sign an Authorization and Consent Form provided by Goodyear, as well as any form(s) required for the background check. Failure to do so will result in disqualification. After the finalist has been approved by Goodyear, including, without limitation, confirmation of passage of the mandatory background checks, and the finalist has completed and returned the Goodyear photo/video consent form, a Goodyear-provided W-9 tax form and all other required documentation or information requests, Goodyear will provide written notification to the finalist, stating that said finalist has been approved and confirmed and Goodyear will begin to administer the Prize Package and runners-up prizes in accordance with these rules and conditions.

#### **SELECTION OF WINNERS:**

All eligible entries will be reviewed and qualified by Goodyear and/or our agency partner per the eligibility guidelines above. All Qualified entries will be judged by an internal panel of Goodyear representatives using the below point system.

1. Impact of Nominee's Action on Person / Community (1-5 points)

2. Quality of Nomination (1-5 points)
3. Ability to Emotionally Move the Judge (1-5 points)

A pool of 5-10 semifinalists constituting the entries with the top scores using the above point system will be selected.

All semifinalists are then vetted and subject to background checks, incident verification and paperwork/consent forms as noted above. All semifinalists that meet the background check and authorization requirements outlined herein will become a finalist. All confirmed finalists are then subject to a round of external judging to determine the winners.

A panel comprised of 3-7 judges representing trucking industry media personnel will then judge the finalist entries using the same criteria and point system outlined above. The final scores will be ranked from highest to lowest with the two highest scores as the winners and the next four highest scores selected as the four runners-up. In the event of a tie, the finalist with the highest score total based on the internal Goodyear judging will be declared the winner.

Winners will be notified and subject to confirmation.

#### **TERMS AND CONDITIONS:**

In the event of non-compliance with any of the requirements of these Official Rules, Prize Package and runners-up prizes may be forfeited at Goodyear's sole discretion. By participating, nominees agree to be bound by these Official Rules and by the decisions of Goodyear and Highway Hero judges, as applicable, which shall be final and binding in all respects. The winners and guest, by participating in the contest and, if applicable, accepting the Prize Package or runners-up prizes, agree to release and hold harmless Goodyear, its affiliates, agents and employees from and against any and all liability for any injury including personal injury, death, loss or damages of any kind, arising from or in connection with participation in the Goodyear Highway Hero Award program or the acceptance of a prize, or any claims based on right of publicity/right of privacy. By participating in the contest and, if applicable, accepting a prize, Goodyear Highway Hero Award finalists and the Goodyear Highway Hero Award winners each grant Goodyear the right to use and publish his/her name, address (city and state of residence), photograph and/or likeness, for advertising or promotional purposes in commerce and in any and all media now known or hereafter devised, worldwide in perpetuity, in connection with the Goodyear Highway Hero Award program without limitation or notice, and without additional compensation, notification or permission, unless prohibited by law. Goodyear is not responsible for any change of email address, mailing address and/or telephone number.

#### **OTHER CONDITIONS:**

Goodyear is not responsible for any incorrect or inaccurate entry information. If the Goodyear Highway Hero Award program cannot be conducted as described in these Official Rules for any reason, Goodyear shall have the right, at its sole discretion, to cancel, terminate, modify or suspend any and all activities related to the program, including the award of prizes.

The Goodyear Highway Hero Award winners and runners up are responsible for all federal, state and local taxes, and any other costs and expenses associated with award acceptance not specified herein.

Finalists and winners must complete a W-9 form to Goodyear before the award will be distributed. Failure to complete the W-9 form will result in disqualification and forfeiture of the award.

BY PARTICIPATING IN THE GOODYEAR HIGHWAY HERO AWARD PROGRAM, EACH GOODYEAR HIGHWAY HERO AWARD NOMINEE AND, IF APPLICABLE, FINALIST AGREES THAT TO THE EXTENT PERMITTED BY APPLICABLE LAW: (1) ANY AND ALL DISPUTES, CLAIMS AND CAUSES OF ACTION ARISING OUT OF OR CONNECTED WITH THE PROMOTION, OR ANY PRIZE AWARDED, WILL BE RESOLVED INDIVIDUALLY THROUGH BINDING ARBITRATION; (2) UNDER NO CIRCUMSTANCES WILL ANY NOMINEE BE PERMITTED TO OBTAIN ANY AWARD FOR, AND ENTRANT HEREBY KNOWINGLY AND EXPRESSLY WAIVES ALL RIGHTS TO SEEK, PUNITIVE, INCIDENTAL, CONSEQUENTIAL OR SPECIAL DAMAGES, LOST PROFITS AND/OR ANY OTHER DAMAGES, OTHER THAN ACTUAL OUT OF POCKET EXPENSES, AND/OR ANY RIGHTS TO HAVE DAMAGES MULTIPLIED OR OTHERWISE INCREASED; (3) NOMINEE'S REMEDIES ARE LIMITED TO A CLAIM FOR MONEY DAMAGES (IF ANY) AND NOMINEE IRREVOCABLY WAIVES ANY RIGHT TO SEEK INJUNCTIVE OR EQUITABLE RELIEF; AND (4) THE ARBITRATION OF DISPUTES PURSUANT TO THIS PARAGRAPH SHALL BE IN THE NOMINEE'S INDIVIDUAL CAPACITY, AND NOT AS A PLAINTIFF OR CLASS MEMBER IN ANY PURPORTED CLASS OR REPRESENTATIVE PROCEEDING. THE ARBITRATOR MAY NOT CONSOLIDATE OR JOIN THE CLAIMS OF OTHER PERSONS OR PARTIES WHO MAY BE SIMILARLY SITUATED. DO NOT ENTER THIS SWEEPSTAKES IF YOU DO NOT AGREE TO HAVE ANY CLAIM OR CONTROVERSY ARBITRATED IN ACCORDANCE WITH THESE OFFICIAL RULES.

SOME JURISDICTIONS DO NOT ALLOW THE LIMITATIONS OR EXCLUSION OF LIABILITY, SO THE ABOVE MAY NOT APPLY TO EVERY NOMINEE.